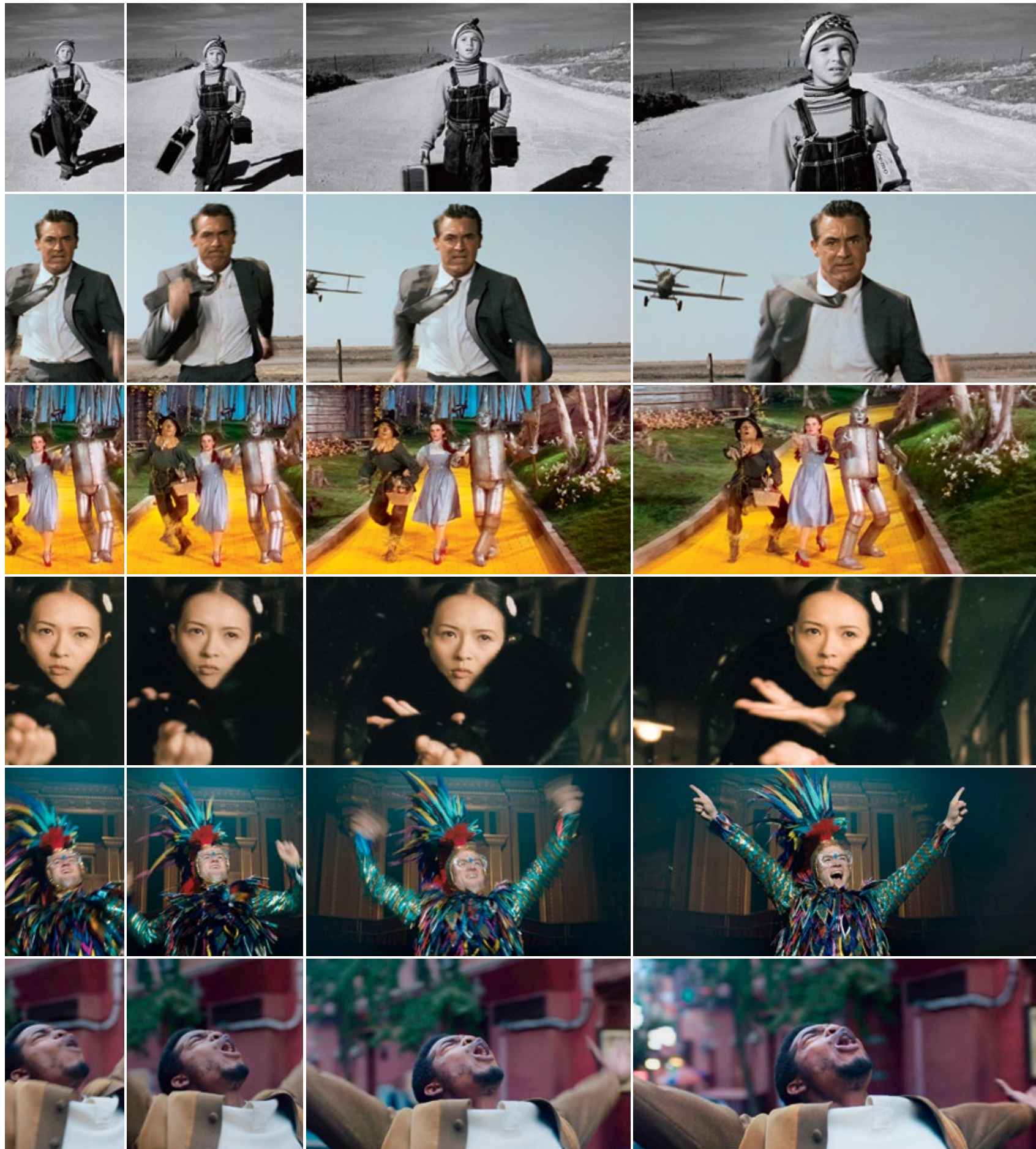


FALL/WINTER 2022
THE ARTS

HUMBERTOWN JEWELLERS MAGAZINE VOL. VI

Discover the unique stories, products, and
processes behind Canada's premier destination
for fine timepieces and jewellery.





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#Perpetual



OYSTER PERPETUAL
DATEJUST 36





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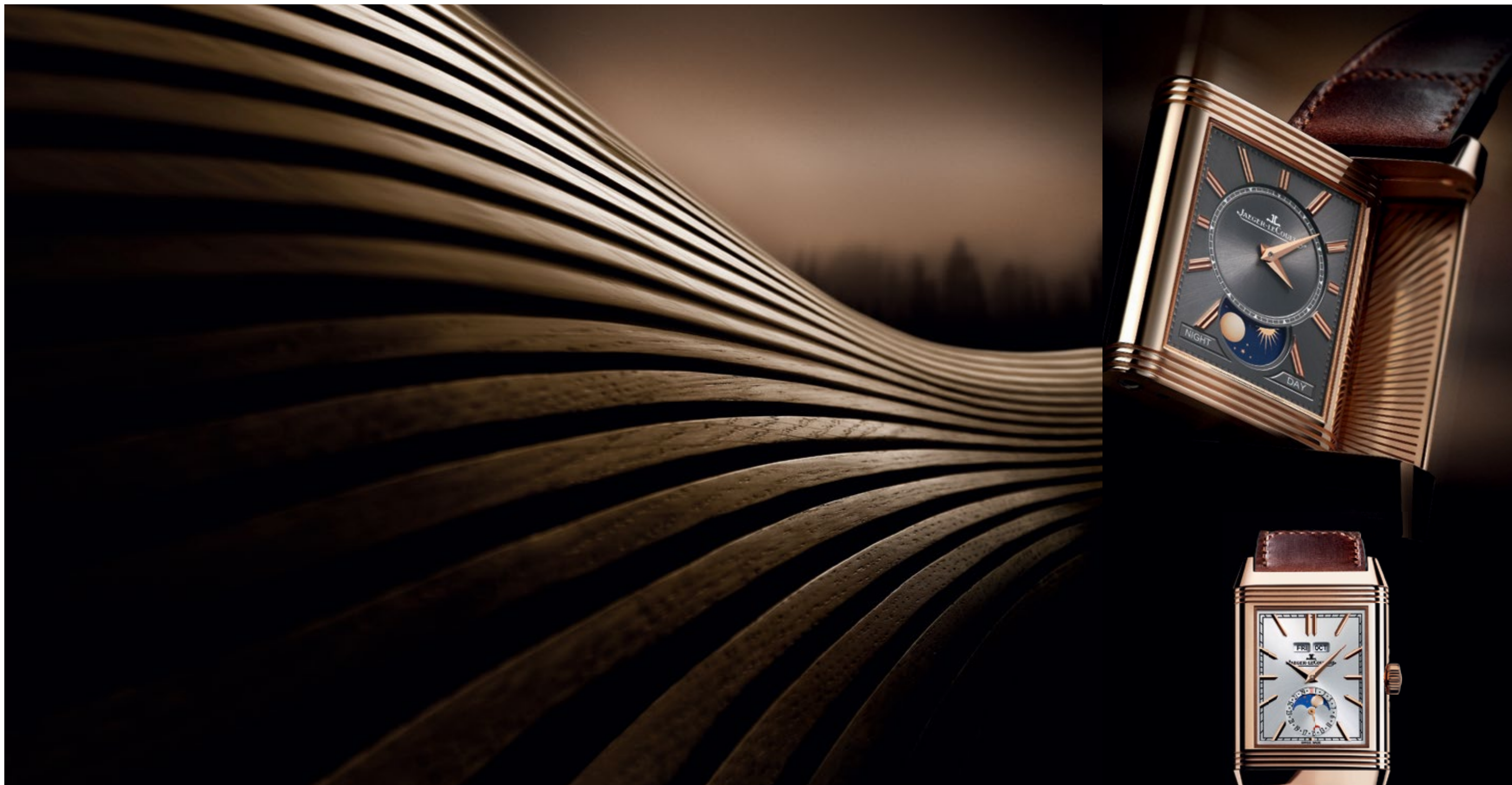




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JAEGER-LECOULTRE

REVERSO
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RARE GEMS

Owner Ferit Tecimer explains the importance of artistry in creating exceptional jewellery and watches



Coming from a family of jewellers, I grew up in the world of precious metals and gemstones. Over the years, the team at Humbertown Jewellers and I have perfected the art of transforming these natural gifts into objects that bring joy to our customers. Whether it’s a new creation inspired by a beautiful gemstone or a reinterpretation of a family heirloom, designing and crafting custom jewellery is, to me, a true art form.

This edition of the *Humbertown Jewellers Magazine* is inspired by the roles art plays in our work, from how we create a custom jewellery piece to the skill and creativity of our in-house watchmakers. These are just two of many examples you’ll find in these pages, and we hope

you enjoy reading about them as much as our team enjoyed creating this magazine for you.

As always, it is our pleasure to share our creations with you in person, and we look forward to working with you to make something special in the future.

Sincerely,

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RANGER

OUR TEAM

MEET OUR GEMOLOGISTS



DARREN STRINGER
GEMOLOGIST & JEWELLERY DESIGNER

Darren Stringer fell in love with jewellery design at an early age and has been working in jewellery retail since he was a teenager. Since joining the Hometown Jewellers team in early 2020, Darren has had the opportunity to indulge his passion for gemstones while also assisting with jewellery design. "I've always been an artist, and I've always appreciated design, and jewellery design has been something that I've valued for a very long time," Darren says. With a unique ability to help clients fine-tune their ideas into real-life designs, he enjoys dividing his time at the store between assisting clients and working behind the scenes to create new jewellery pieces. "When you design for somebody, you have to be able to interpret their vision, which is different from just being a jewellery designer in a studio," he says. "It's such an honour to do that for somebody."



FEI ZHENG
GIA DIAMOND GRADUATE

With a background in fashion, a love of art, and an insatiable curiosity about the world of fine jewellery, Fei Zheng is well on her way to earning her Gemologist certification from the Gemologist Institute of America (GIA), the trade's official governing body. Fei's interest in jewellery quickly grew into a passion after she joined the Hometown Jewellers team ten years ago. "When I saw how the watchmakers and gemologists worked, and all the beautiful pieces that have been crafted here over the years, my interest gradually developed," she says. "And the more I know, the more I want to know!" Fei's curiosity led her to enroll in courses in jewellery design, diamond grading, and coloured gemstones at the GIA, all of which enable her to offer her clients expert advice on jewellery design.



SURESH GOVINDARAJULU
GEMOLOGIST & JEWELLERY APPRAISER

As the fourth generation of his family to specialize in jewellery and precious stones, Suresh Govindarajulu has gemology in his blood. "I was born into a family that was in the jewellery trade, and as a child, I used to go visit my grandparents' family business," he says. "That got me into this line of work, and it became my passion." Suresh's passion has taken him to England, the Caribbean, the U.S., and across Asia, where he's studied extensively and used his training in a wide range of different roles in the jewellery industry. A member of the Hometown Jewellers team since 2020, Suresh has a passion for gemstones that keeps him inspired every day. "I love everything about being a gemologist," he says. "You come across different types of gemstones every single day; they all have unique characteristics, and each one is formed in different ways, so there's always something new to discover."



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EXPLORING CHANEL'S HAUTE HORLOGERIE



Chanel may be synonymous with classic French fashion, but the famed Parisian maison has also become a major force in the world of high-end watches and fine jewellery. Exploring these rare creations was the theme of Humbertown Jewellers' evening with Chanel's Haute Horlogerie collection, an annual event that took place after hours at Humbertown Jewellers. Guests at the event were invited to learn more about Chanel's exceptional timepieces and fine jewellery while enjoying a selection of catered refreshments. Created in extremely limited numbers by the Chanel Watch Creation Studio, the pieces from the Haute Horlogerie collection were shipped to the event from Chanel boutiques around the world.



LONGINES SPIRIT
ZULU TIME

AN INTIMATE GATHERING WITH PATEK PHILIPPE



Patek Philippe Americas sales manager Laura Ferrai was the guest of honour at an intimate dinner hosted by Humbertown Jewellers. Attended by three generations of the Tecimer family, this event provided an opportunity to experience Patek Philippe's 2022 novelties up close. While none of the watches were available for purchase at the event, guests were invited to try on their favourite pieces, learn about the history of this family-owned watchmaker, and share insights about their favourite Patek Philippe creations.

THE ART OF WATCHMAKING

For Humbertown Jewellers’ in-house watch repair specialists, work is a lifelong creative journey

PHOTOGRAPHY BY AARON WYNIA

A fine watch is many things – a means of telling time, an expression of personal style, a family heirloom – but it’s also a piece of kinetic art. “There are a lot of places where you can express creativity in a watch,” says Humbertown Jewellers watchmaker Theren Wang. “There’s the movement design, the case design, the dial, the hands – and each of these crafts is highly specialized.” With expert artisans who dedicate their life’s work to the design of cases, the handcrafting of dials and hands, and the decorating of movements, he says, watchmaking has more in common with art than it may seem.

“Some people are good at painting, some people are good at playing an instrument, and I’m good at taking care of watches,” says Gabor Juhas, Humbertown Jewellers’ senior watchmaker and a veteran with more than 50 years of experience. Like any dedicated artist, both Gabor and Theren take their work seriously, learning from the new challenges they come across in the workshop each day and improving their skills regularly with training sessions in cities such as Miami, New York, and Geneva.

Gabor appreciates the energy, enthusiasm, and new ideas Theren brings to the table, noting, “It’s nice to see how the next generation of watchmakers are developing, and working together has been

a great experience.” Theren also appreciates the full benefit of the elder watchmaker’s decades of experience. Working alongside Gabor, Theren says, is a dream come true for any young watchmaker. “It’s the perfect scenario and the fastest way to learn. Gabor has so much experience and he has basically seen everything, so when I see a problem that I’m not able to solve, or have never seen before, he’s able to help me out. There’s not much else you can ask for from a workshop.”

While watchmakers are used to being behind the scenes, getting to know clients and their timepieces is an important part of the job, too. It’s something that has offered both Theren and Gabor a different perspective on their work, and an opportunity to form meaningful connections over the years. “It’s always nice to hear a client’s story about how they got into watches or the story of the particular watch they’re bringing in for repair,” Theren says. “Gabor knows all these clients by name and knows their watches, so hopefully I’ll build up to that level in the future.” In the meantime, you can find both Theren and Gabor in Humbertown’s on-site service department, working and learning side by side as they navigate watchmaking’s lifelong journey.



Countless specialized tools and machines, like this polishing wheel, are essential to a watchmaker's job, and Humbertown Jewellers' watchmakers undergo rigorous training programs to learn how to use them.



As part of a regular watch service, watches are tested for accuracy in several positions before being returned to their owners. Service requirements vary from watch to watch, but most mechanical watches should be serviced at least once every five years.

Servicing watches requires much specialized knowledge and an equally diverse array of specialized tools. Knowing the best way to precisely clean, polish, calibrate, and repair hundreds of different watch components is an essential part of a watchmaker's job. "This is a job with thousands of tools, each of which is specially designed to do one single thing," says watchmaker Theren Wang. "For example, we have different tweezers for many different applications – ones that are non-scratch, ones that are curved to manipulate hairsprings, and even wooden tweezers to hold the most delicate parts."



PERPETUAL MOTION

From behind the scenes to the big screen, Rolex's commitment to the art of motion pictures runs deep

In 1926, audiences marvelled at *The Jazz Singer*, the first-ever “talking” picture. A few months earlier, Rolex founder Hans Wilsdorf had made history of a different sort by inventing a revolutionary waterproof wristwatch, the Oyster. In 1931, the same year Rolex introduced the world's first waterproof automatic wristwatch, the Oyster Perpetual, the first colour film made its big-screen debut. These historic firsts, which simultaneously launched the modern eras of watchmaking and film, also marked the start of Rolex's long-standing relationship with the world of cinema, a commitment that continues to this day.

For nearly a century, Rolex has been a frequent supporting player in Hollywood, with cameos in a wide range of films, from the James Bond classic *Dr. No* to the recent DC Comics blockbuster *Wonder Woman 1984*. Rolex's support of the cinematic arts, however, goes far deeper than the watches that appear onscreen. From the sumptuous Rolex green room at the Academy Awards to the brand's founding support of the new Academy Museum of Motion Pictures in Los Angeles, Rolex is committed to celebrating both the magic of film and the artistry of filmmakers.

In addition to honouring cinema's past and present, Rolex is committed to nurturing new talents for the future through its Mentors and Protégés initiative. This one-of-a-kind program was inaugurated in 2002 and pairs celebrated filmmakers like Martin Scorsese and Alejandro Iñárritu with rising talents, creating a dialogue between artists of different generations, cultures, and media, and helping to ensure that the artistic heritage of film is passed on.

“We at Rolex have been privileged that, for nearly two decades, dozens of the most genre-defining artists have lent their time and expertise to the Arts Initiative,” said program director Rebecca Irvin at the launch of the 2020 – 2021 program. “The four new mentors who join the initiative's community of creative greats have broken new ground in their respective fields, and we look forward to the impact they will have on their protégés as they pass on their devotion to their art in this cross-generational exchange.”

Spanning the worlds of film, theatre, and visual arts, Rolex's mentors include Pulitzer Prize – winning playwright Lin-Manuel Miranda and groundbreaking director Spike Lee. One of the most influential and socially conscious filmmakers of his generation, Lee has chosen to work with Kyle Bell, a young Native American filmmaker who was recently named a Sundance Indigenous Program Fellow. As mentor and protégé, Lee and Bell will spend two years in close collaboration, exchanging ideas and sharing knowledge to ensure that the artistry at the highest level of filmmaking is passed down across generations.

Nearly a century after Rolex and Hollywood ushered the world into the modern era with their groundbreaking creations, innovation remains a central value for Rolex, as it does for the world's leading filmmakers. The Mentors and Protégés program is just one way among many that Rolex ensures this will continue for many years to come.

Among its many arts initiatives, Rolex is a founding supporter of the Academy Museum of Motion Pictures in Los Angeles, which opened in 2021 and is the largest museum dedicated to filmmaking in the United States.



ALL THAT GLITTERS

These artful jewellery pieces put nature's most precious creations on display

PHOTOGRAPHY BY LAWRENCE CORTEZ



There's nothing quite like the deep, hypnotic blue of sapphire. These pieces use the stone to classic effect, with a bracelet made from oval sapphires and a pair of pear-shaped earrings created around two large cushion-shaped sapphires, both surrounded by diamonds. A matching Tanzanite dinner ring is similarly diamond-encrusted, all the better to show off its delicate violet hue.



A combination of pink and colourless diamonds add a rosy glow to these pear-shaped earrings, which pair perfectly with a classic diamond pavé bangle in 18K white gold for a night on the town.



A pair of white gold hoops are the ideal complement to a signature look.



Among nature's most stunning creations, pearls are the centrepiece of these luxurious stud earrings, which combine a pair of large 14.2 mm South Sea pearls with 0.85-carat princess-cut diamonds. As understated as they are refined, these creations look best alongside classic diamond pieces like a bead-set line bracelet in 18K white gold and a full-circle princess-cut diamond band.



There's a good reason the pearl necklace has been a favourite piece for generations of women. As clean and simple as it is rare and luxurious, this graduated strand of South Sea pearls with a pavé ball clasp is a natural accompaniment to anything from haute couture to business casual.



For contemporary elegance, there's nothing quite like the combination of diamonds and white gold. Whether worn separately or together, this wide pavé diamond bangle, oval inside-out diamond hoops, and full-circle diamond band are timeless expressions of understated luxury.

THE ARTISANS OF PATEK PHILIPPE

Every Patek Philippe timepiece is the product of many skilled hands and a long legacy of artisanal know-how



Many things distinguish Patek Philippe watches, but they all come back to two words: *savoir faire*. Translated as “know-how,” these are the words used in watchmaking to describe the countless artisanal skills required to craft a top-tier luxury timepiece. From enamelling to gemsetting to guilloché engraving, each one of these skills takes many hours of study and years of practice to perfect. But as anyone who has seen a Patek Philippe timepiece up close can attest, the results are more than worth the effort.

Of all the skills that distinguish Patek Philippe’s artisans, none is more valued than hand-finishing – the act of painstakingly polishing and decorating each watch component, a hallmark of the world’s finest timepieces. In addition to the rich, gleaming surfaces it creates, finishing also smooths rough edges, removes tiny burrs, and helps each piece resist oxidation while ensuring it will move in perfect concert with its neighbours. Other hand-finishing techniques include bevelling, circular graining (or *perlage*), and the gently abrasive pressing that results in the rippling Geneva stripes known as *Côtes de Genève*. Among the most prestigious finishing techniques is the form of micro-engraving called guilloché, which uses antique hand-operated lathes to engrave patterns of concentric circles into dials and other large components.

Another key area of *savoir-faire* is dial-making, an area so complex and specialized that it’s considered an art form unto itself. At Patek Philippe, every dial takes up to six months of production to complete, during which time it receives up to 200 individual operations, from stamping and polishing to *guillochage* and manual transfer printing. To create the 5231G-001 World Time, for example, the dial’s central map is completed using enamelling, an ancient technique and one of

The colourful world map at the centre of the 5231G-001 World Time’s dial is created using enamelling, one of Patek Philippe’s prestigious Rare Handcrafts.

Patek Philippe’s Rare Handcrafts. Created by baking glass powder at extremely high temperatures, enamelled dials are prized for their designs rendered in rich, vibrant colours that won’t fade over time. In addition to perfecting the complex science of the enamel process, enamellers working on the 5231G-001 must also be skilled artists to create the watch’s faithful rendering of a miniature world map.

Cultivating these ancient arts and rare skills is no easy feat – particularly as many are not taught in watchmaking schools. Instead, Patek Philippe invests in training its own artisans, each of whom must spend years apprenticing and practising before being allowed to work on a production piece. This is part of what makes a Patek Philippe unlike any other watch in the world.



Dentelle, a lacework-style gem-setting technique, is used to create the fine halo of 132 brilliant-cut diamonds on the bezel of the new 7121/200G Moon Phase.

CLASSIC MUSES

As watches continue to attract a wider and more diverse group of collectors, watchmakers are creating more styles designed to appeal to every gaze. From the glitter of diamonds to the sporty sheen of high-tech ceramic, here is a selection of some of our clients' favourite ladies' timepieces

PHOTOGRAPHY BY LAWRENCE CORTEZ



Patek Philippe Twenty~4 4910/1200A-011

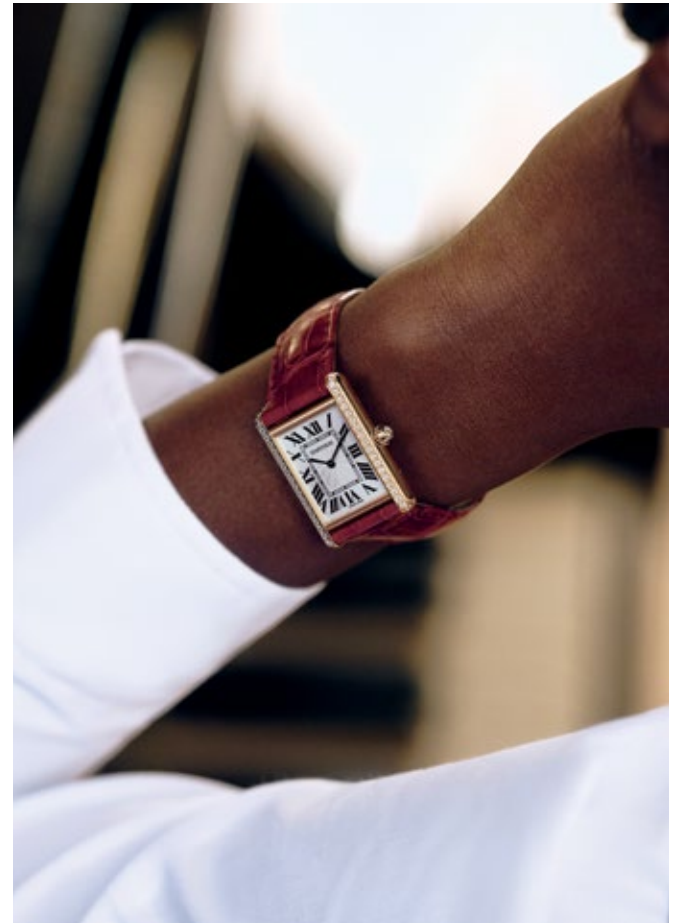
Art Deco was one of the most influential stylistic periods of the 20th century, and an era in which Patek Philippe created some of its most famous designs. The Twenty~4 was the watchmaker's first women's collection, and although it was introduced in 1999, its two-tiered case is inspired by the codes of the Art Deco era. Accentuated by 18 diamonds set on either side of the dial and equipped with a modern quartz movement, this timepiece is the right fit for any occasion, in any decade.





Chanel J12

While gold and diamonds are a mainstay of women's watches, the Chanel J12 offers an altogether sportier take on modern luxury by making artful use of an unusual medium. Inspired by the smooth, athletic lines of sailboats and sports cars, this iconic piece features a case and bracelet made from scratch-resistant (and hypoallergenic) ceramic. Designed by the Chanel Watch Creation Studio at Place Vendôme in Paris and assembled at the Chanel Manufacture in La Chaux-de-Fonds, Switzerland, the Chanel J12 is an exercise in monochromatic elegance.



Cartier Tank Louis Cartier

Creating something that will stand the test of time is every artist's greatest challenge. The designers at Cartier, however, have proven themselves more adept at this than most, using geometric shapes, precise details, and fine materials to stunning effect. This white gold version of the Tank, a watch whose design dates back to 1917, balances classic Cartier motifs like sword-shaped hands and a guilloché-engraved dial with a luxurious bezel set with 40 brilliant-cut diamonds.



Panerai Luminor Due PAM01045

Symbolic of luck, joy, and happiness, the colour red is among the most impactful tones in any painter's palette. In the case of this covetable Panerai, a bright red alligator strap also proves the perfect accompaniment to a pink-hued case made from Goldtech rose gold. A more svelte alternative to the big, burly diver's watches for which Panerai is known, the Due is slim enough to fit under a shirt cuff — although, with a watch as beautiful as this, you might not want to hide it.



Jaeger-LeCoultre Rendez-Vous Classic "Night & Day"

The sun, moon, and stars have inspired countless artistic creations, from Impressionist paintings to epic poetry to the moonphase display on this watch's dial. Each day, the celestial bodies rendered in gold rise and set in miniature as the hours elapse, while a ring of diamonds around the bezel sparkles like stars in a clear night sky. Completing this exceptionally elegant design is an 18K pink gold case, a guilloché-engraved dial, and a Swiss-made automatic movement.

THE SOUND MAKER

Jaeger-LeCoultre's chiming watches are musical instruments that tell time

Before Antoine LeCoultre became one of the world's most famous watchmakers, he made tiny musical instruments. Anyone who's ever used a hand-cranked music box will be familiar with LeCoultre's most famous invention, a type of "keyboard," cut from a single comb-shaped piece of metal, that plays a song when each of its tines is struck in the correct order. A major improvement on previous music box designs, LeCoultre's comb offered clearer sound quality and the ability to remain in perfect tune indefinitely. Following the establishment of his family's watchmaking atelier in the 1830s, LeCoultre shifted his focus to creating world-class mechanical timepieces, but his love of music boxes remained a major influence on his work – so much so that, today, nearly two centuries later, Jaeger-LeCoultre is a specialist in one of the rarest and most specialized of all the watchmaking arts: the art of sound.

Creating a chiming mechanical timepiece is as difficult as it sounds, and that's why so few watchmakers do it. Jaeger-LeCoultre, however, has been refining its chiming movements since the 1860s, constantly devising new ways to sound the hours and minutes using tiny gongs and hammers. The brand's first major innovation, in the 1880s, was a minute repeater that used three hammers as opposed to the conventional two, which allowed the watch to play a distinctive melody. A decade later, it introduced the patented silent strike governor, a means of making watch chimes sound even clearer, and in 1910, it combined its chiming minute repeater with a chronograph and perpetual calendar to create one of the world's first triple complications.

All these advancements led to the creation of Jaeger-LeCoultre's most famous chiming watch, the Memovox, in the 1950s. The world's first automatic mechanical alarm watch, the Memovox had a design as outwardly understated as it was inwardly revolutionary, with a triangular pointer on a mobile central disc to indicate the alarm time, as well as two crowns – one for winding and time-setting and the other to set the



Chiming watches like this Reverso Minute Repeater are among the most complex and specialized timepieces ever made, requiring exceptional skill to design and build.



Jaeger-LeCoultre's legacy of chiming timepieces goes back to the early 1800s and founder Antoine LeCoultre, who created a new design for mechanical music boxes.

alarm. In the 1950s and 1960s, Jaeger-LeCoultre would up the ante with a succession of new versions, from the Memovox International (which incorporated a 24-hour world time display) to the Memovox Deep Sea diver's watch.

Jaeger-LeCoultre's innovation in chiming watches continues in the 21st century with landmark creations like the 2019 Master Grande Tradition Gyrotourbillon Westminster Perpétuel – an exceptionally complicated minute repeater featuring a tourbillon, a perpetual calendar, and a set of hammers and gongs that mimic the chimes of London's Big Ben. The Memovox also remains a popular model, and thanks to the addition of a sapphire crystal case back in 2020, it's never been easier to admire the watchmaking wizardry inside. Whether it's the Polaris Mariner Memovox (a robust diver's watch and a direct descendant of the original Deep Sea) or the Master Control Memovox (a classic steel sports watch), Jaeger-LeCoultre's chiming watches remain in a class of their own visually, mechanically, and audibly. Easily identifiable by their crystal-clear "school bell" tone, these watches provide a link to the origins of this revered maison and a reminder that a watch's beauty can be heard as well as seen.

THE JEWELLERY ARCHITECT

From idea to sketch to beautiful reality, Humbertown Jewellers' custom jewellery creations are works of wearable art

PHOTOGRAPHY BY AARON WYNIA

FIRST IMAGE

Humbertown Jewellers owner Ferit Tecimer, who trained as an architect, has a creative and technical background that helps him bring his ideas for jewellery to life.

SECOND IMAGE

Designs are often inspired by a particular gemstone, like this beautiful piece of aquamarine. After experimenting with a ring setting, Ferit decides to make it the centrepiece of a stunning diamond pendant instead.



For Suresh Govindarajulu, one of Humbertown Jewellers' resident gemologists and jewellery appraisers, the best part about creating a custom piece of jewellery is getting to see the client's reaction when they see it for the first time. "It's incredible to see a piece that you've created with a client come to life. You can see their expressions and emotions changing when they first put it on," he says. "It's so meaningful to know you've contributed to an important occasion in a client's life."

Creating original jewellery pieces that will last generations is far from easy, however. It requires an understanding of materials and engineering, an encyclopedic knowledge of gemstones and precious metals, and the technical know-how to translate an idea into a sketch and then into a real-world piece that can be worn for decades to come. "We all put different aspects of ourselves into the mix to create these pieces," says gemologist and jewellery designer Darren Stringer, who works alongside Humbertown Jewellers owner Ferit Tecimer and Suresh to bring clients' jewellery dreams to life. "When the three of us combine our talents to produce the end product, that makes it all the more special."

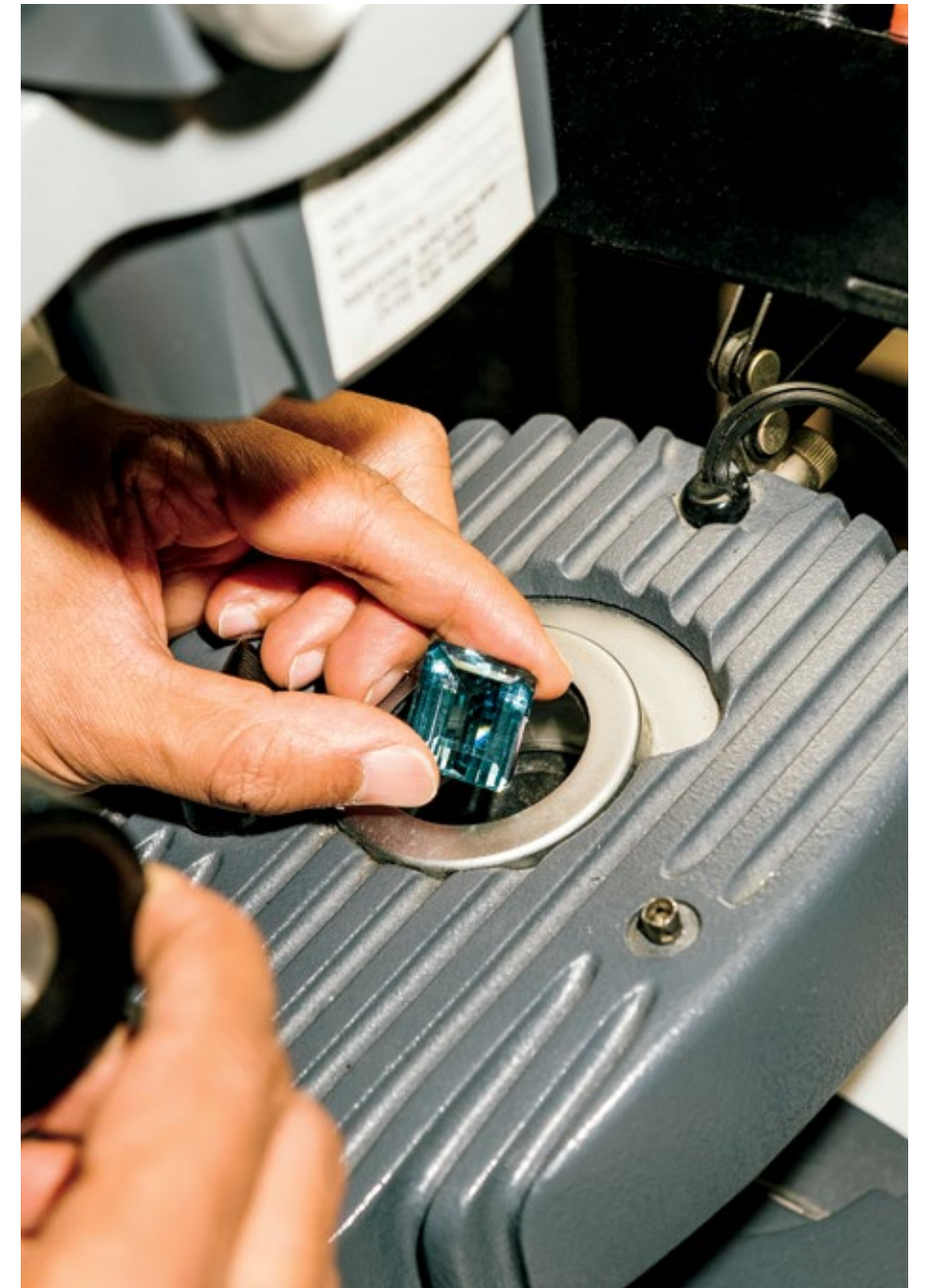
The process often begins, Darren says, when a client approaches one of them with an heirloom piece, an idea for a new design, or both. From here, the team puts their heads together to come up with concept sketches to present to the client. An architect by training as well as a skilled visual artist, Ferit has a knack for creating these beautiful original sketches, and it's been an integral part of Humbertown Jewellers' success over the past four decades. "Ferit is very good when it comes to finding the right design because he has so much knowledge and experience," Suresh says. "He has a very discerning eye and he knows what he likes," adds Darren. "He's worked with so many designs over the past 42 years, and he's created so many unique pieces, he really understands the customers' desires." Whether inspired by nature or commemorating a loved one's birth with their birthstone, Humbertown's original jewellery pieces combine a unique idea with the right stones and settings to create a transcendent finished product.

"There was one client who inherited a diamond piece from her favourite aunt, and she wanted to redesign it into something with symbolism and meaning for her," Darren says of one recent commission. "She and her aunt were both born in September, and sapphire is September's birthstone, so we did a very unusual setting with one row of sapphires for her and one row for her aunt, and then set the diamond in the centre of it." The finished product isn't just a beautiful piece of jewellery, Darren says, but something that symbolizes the love of a family that the client will treasure for many years to come. "Jewellery is unique because it can represent so much and tell so many stories," says Darren. "It's an art form that you can wear, and unlike clothes or shoes, it lasts forever."





Ferit comes up with ideas and sketches them, then discusses the possibilities for the overall design with Humbertown Jewellers gemologist and jewellery designer Darren Stringer. "Then I go through the sketch and decide that we can use a ruby here, or an emerald there, and accent it with diamonds around it," says gemologist and appraiser Suresh Govindarajulu.



It takes millions of years for gemstones to form in the Earth's crust, making stones like emerald, aquamarine, and diamond both valuable and rare. Because gemstones are mined all over the world, from Canada to South America to Asia, these stones also carry a unique sense of place. Like diamonds, emeralds and aquamarines are graded according to the "four C's" of gemology: colour, clarity, cut, and carat weight. Primary-green emeralds are considered to be the most valuable, and many of these come from mines in Colombia. Aquamarine, meanwhile, takes its name from the colour of seawater and ranges from a greenish seafoam to darker shades of blue.



From sketch to reality, each original piece of jewellery Humbertown creates is the result of creative collaboration between its on-site gemologists and the clients.

XPLORE

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THE FRENCH CONNECTION

From the Belle Époque to 1970s glam, Cartier’s watch and jewellery designs have redefined creativity for more than a century

Paris in the early 20th century was a place of great disruption and even greater optimism. Known as “La Belle Époque” (“the beautiful era”), it was marked by major advancements in science, technology, and the arts, from early automobiles and flying machines to Expressionist painting and the birth of modern fashion design. Equal parts creative visionary and business innovator, Louis Cartier was a leading figure in Parisian culture, and the third generation of his family to lead the Maison Cartier. A friend to artists and inventors, as well as a regular presence at high society events, Cartier used the energy and new ideas around him as inspiration for his work.

That was certainly the case for the Cartier Santos, the world’s first watch designed to be worn on the wrist, which Louis Cartier designed in 1904 at the request of his friend, pioneering aviator Alberto Santos-Dumont. With its rounded square case and bezel secured by visible screws (an homage to the rivets on the newly built Eiffel tower, it’s said), it was a bold, original design, and one that remains fresh and modern well over a century later.

Obsessed with clean lines and functional shapes well before the dawn of modernism, Louis Cartier channelled his singular vision into the design for his most famous creation, the Tank. An exercise in ultimate simplicity, with a strap connected by two vertical lines and an austere dial, the Tank premiered in 1917 and has inspired countless variations over the subsequent decades. From the Tank Cintrée (with its elongated case and complex skeleton movement) to the Asian-influenced Tank Chinoise, it remains among the most popular pieces in the Cartier collection today.

From the strength of these foundational designs, Cartier’s status as a top-tier jeweller and watchmaker continued through the 20th century, buoyed by iconic creations like the Trinity, a unique design of three intertwined rings first introduced in 1924 and reimagined in countless variations over the decades. Just as it did in the Roaring Twenties, Cartier embraced the energy and decadence of the 1970s in its designs for both watches and jewellery. Among these was the Tank Must, a version of its iconic unisex wristwatch in a range of modish colours, and the LOVE collection, a jewellery line envisioned by New York-based Cartier designer Aldo Cipullo. Equal parts industrial and luxurious, Cipullo’s cuff – complete with a special screwdriver to open its locking mechanism – was among the hottest accessories of the 1970s and remains just as covetable today.

In 1985, Cartier introduced the Pasha, a sporty watch inspired by a *pièce unique* created for the Pasha of Marrakech in the 1930s. With its rounded case and a screw-down crown secured with a tiny length of chain, it was as joyfully decadent as the best art, music, and culture of the 1980s, and it spawned numerous variations. Reintroduced to the Cartier collection in 2020, the Pasha’s unique shape and versatile design now speak to a whole new generation.

Through the 20th century and into the 21st, Cartier has maintained its elite status in the world of watch and jewellery design by adhering to the principles of creativity and simplicity set out by Louis Cartier in Belle Époque Paris. The resulting designs, from the pioneering Santos to the postmodern LOVE cuff to the Pasha, continue to reflect the beauty of their eras in inspiring ways. This may be Cartier’s greatest strength, and the reason why it has endured so well for so long: those who follow trends may soon be forgotten, but those who create art can live on forever.

The original Cartier Santos was designed as a pilot’s watch for pioneering aviator Alberto Santos-Dumont. Its simple yet groundbreaking design, which remains relatively unchanged today, is a reflection of its origins in Belle Époque Paris.



The Tank, designed in 1917, foreshadowed the clean lines of the Art Deco era.





WORLDTIMER GMT

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